

Virginia Green Application

Visitor and Welcome Centers

www.deq.virginia.gov/p2/viriniagreen/visitor.html



In many cases Visitor Centers, Welcome Centers, and Rest Areas are the first real contact that visitors have to our state or a given region, and making a good impression is very important for the tourism industry. It's also the perfect place to introduce environmentally-aware visitors to Virginia Green and to impress them with our tourism industry's commitment to protect and conserve the environment!

Visitor Centers throughout the Commonwealth vary in size and scope. But through thoughtful design and operational techniques, environmental impacts from their operation can be greatly minimized.

Visitor Centers are the various locally and regionally supported tourism centers around the state. Welcome Centers & Rest Areas are run by the Virginia Department of Transportation (VDOT).

To Join – 3 Easy Steps

- 1) **Fill Out This Application.** Email or mail the completed checklist to Virginia DEQ at the address listed at the end of the application.
- 2) **Virginia Green Profile.** We will then draft a “profile” of your facility from the information that you submit to us. Once you have approved of the profile, you will officially be a **Virginia Green facility**, and your profile will go on our website and be searchable through the Virginia Green tourism website: www.viriniagreentravel.org. You are required to post this profile in your facility where guests can read about your environmental commitments.
- 3) **Promote Yourself as Virginia Green.** We will send you a certificate and window decals for display and encourage you to use the logo on your website, signage, and any printed materials.

Core Activities are the minimum requirements for Virginia Green. All facilities applying to be accepted into the program must indicate that they meet these general requirements. *Only those applicants that provide additional detail below will be considered for the program. Make sure that any grey text field that is marked (required for Virginia Green) is filled in or your application will not be approved.*

We pledge that we: (click or mark (X) the box next to the techniques that your facility uses)

- ☐ **Provide recycling opportunities.** Visitor Centers and Rest Areas should provide recycling opportunities for visitors that include cans, glass bottles, plastic, and paper.
- ☐ **Minimize the use of non-recyclable food service products.** Visitor Centers should consider use of bio-based cups for its complimentary coffee and other beverages. Information on the product or at the dispensing site on the possible recyclability or compostability of the material should be made available to the consumer.
- ☐ **Reduce solid waste.** Your facility must be actively working to reduce its solid waste generation.
- ☐ **Use water efficiently.** Your facility must have a plan in place and have taken steps toward reducing its water use.
- ☐ **Conserve energy.** Your facility must have a plan in place and have taken steps toward reducing its energy use.
- ☐ **Promote Virginia Green participants.** Visitor Centers and Rest Areas should feature the Virginia Green participants from their region.

Please provide additional detail about your greening activities. These will be included in your facility profile on the web. Please pay special attention to any requirements that are **highlighted**.

Recycling – we pledge that we:

☐ Have in place clearly marked recycling bins or provide convenient drop-off locations for guests.

Guests can recycle: **(minimum 2 required)**

- ☐ Glass bottles
- ☐ Plastic bottles
- ☐ Aluminum cans
- ☐ Steel cans
- ☐ Newspaper
- ☐ Office paper

Other items recycled by the facility:

- ☐ Office paper
- ☐ Printer/ copy machine toner cartridges
- ☐ Cardboard
- ☐ Fluorescent lamps (may be required by law)
- ☐ Batteries (may be required by law for NiCad and Lead-Acid)
- ☐ Electronics equipment such as computers, etc. (may be required by law)

☐ Other actions taken related to recycling:

Please identify your recycling vendor or service (the company and/or local government that collects your recyclables) **(required for Virginia Green)**

Minimization of non-recyclable food service products– we pledge that we:

☐ Do not use any disposable containers, dishware, cutlery, or cups

OR

- ☐ Use disposable foodservice items that are made from bio-based, renewable materials (wood, corn, bamboo, potato starch, sugarcane, etc.)
- ☐ Use disposable foodservice items that are made with recycled content
- ☐ Use disposable foodservice items that are recyclable (in your area!)
- ☐ Use compostable food service items and direct this material to available composting operations in your area

Please list the disposable food service products that are used at your facility **(required for Virginia Green)**

Solid waste reduction – we pledge that we **(minimum of 3 required)**:

- ☐ Track overall solid waste costs
- ☐ Have a numeric goal to reduce overall materials that go to the landfill

Guest rooms

- ☐ Use bulk soap dispensers instead of individual soaps/shampoos in guest rooms
- ☐ Use refillable shampoo bottles rather than single-use bottles
- ☐ Instruct housekeeping staff to save and reuse unopened items

Kitchen (or meetings/events)

- ☐ Recycle fryer grease
- ☐ Donate excess food from events
- ☐ Compost food waste and other compostables
- ☐ Have an effective food inventory control system to minimize waste

Dining room (or meetings/events)

- ☐ Do not use any [disposable containers, dishware, cutlery, or cups](#)
- ☐ Use [disposable foodservice items that are made from bio-based, renewable materials](#) (corn, bamboo, potato starch, sugarcane, etc.)
- ☐ Use [disposable foodservice items that are made with recycled content](#)
- ☐ Use [disposable foodservice items that are recyclable](#) (in your area!)
- ☐ Use [compostable food service items and direct this material to available composting operations in your area](#)
- ☐ Use [cloth napkins](#)
- ☐ Use [reusable coffee filters](#)
- ☐ Use [non-bleached napkins and coffee filters](#)
- ☐ Provide [condiments, cream and sugar, etc. in bulk](#)
- ☐ Use [water pitchers to minimize the use of single-use bottles](#)

Restrooms

- ☐ Use [bulk soap dispensers](#) in public restrooms
- ☐ Use [high-efficiency hand-dryers](#)
- ☐ Purchase [recycled-content paper-towels and toilet paper](#)

Office

- ☐ [Remove facility and staff names from junk mail lists](#) when possible
- ☐ [Reuse scrap paper for notes](#)
- ☐ [Reuse or donate shipping and packing supplies](#) (peanuts, bubble wrap, etc.)
- ☐ Use [refillable pens and toner cartridges](#)
- ☐ Purchase [recycled paper with a high-percentage recycled content](#)
- ☐ Make [double-sided photocopies](#) and avoid making extra photocopies
- ☐ Use [electronic correspondence and forms when possible](#)

Buildings and grounds

- ☐ Use [green cleaning products](#) that are dispensed in bulk
- ☐ Install [carpet with sustainable or recycled content and low-VOC adhesives](#)
- ☐ Use [reused building materials](#) or those from sustainable sources
- ☐ Use [latex low or no-VOC paints](#)
- ☐ [Re-use paint thinners](#)
- ☐ Properly [recycle and/or dispose of thinners and solvents](#) (required by law)
- ☐ Perform [preventative maintenance](#) on all appliances, HVAC systems, plumbing, and vehicles
- ☐ Use [integrated pest management](#) (IPM)
- ☐ [Minimize use of pesticides and herbicides in landscaping](#)
- ☐ Other actions taken to reduce solid waste:

Water conservation – we pledge that we (*minimum of 3 required*):

- ☐ [Track overall water usage and wastewater costs](#)
- ☐ Have established a [numeric goal to reduce water](#) consumption over time

Activities indoors

- ☐ Perform [preventative maintenance](#) to stop drips and leaks
- ☐ Use [water-flow metering](#) to discover leaks and areas of high use
- ☐ Have installed:
 - ☐ [High efficiency dishwashers](#)
 - ☐ [Low flow faucets and showerheads](#) (use less than 2.5 gallons per minute)
 - ☐ [Low flow toilets](#) (use 1.6 gallons per flush or less)
 - ☐ [Waterless urinals](#)
 - ☐ [Composting toilets](#)
 - ☐ [Automatic faucets or toilets in public restrooms](#)
- ☐ Use [microfiber technology mops](#)

Activities outdoors

- ☐ Have an effective [landscape management plan](#) which includes one or more of the following:

- ☐ Utilizes [native species](#)
- ☐ Utilizes [metering and rain gauges](#)
- ☐ [Minimizes lawn areas](#)
- ☐ Have an effective stormwater management plan which includes one or more of the following:
 - ☐ [Rain gardens](#)
 - ☐ [Pervious pavement](#)
 - ☐ [Minimization of impervious areas \(paving, concrete, etc.\)](#)
- ☐ Have installed a [green roof](#)
- ☐ Have installed [cisterns](#)
- ☐ Have installed [rain barrels](#)
- ☐ Have installed [drip line irrigation](#)
- ☐ Maintain [vegetative buffers](#) around streams and ponds
- ☐ Use a [nutrient management plan](#) that minimizes the use of fertilizers
- ☐ Other actions taken related to water conservation & efficiency:

Energy Efficiency – we pledge that we (*minimum of 3 required*):

- ☐ [Track overall energy bills](#)
- ☐ Have had an [energy audit](#) to identify efficiency opportunities within the past 12 months
- ☐ Have established a [numeric goal](#) to reduce energy usage over time
- ☐ Calculate the environmental impacts of the facility's energy usage by using a [pollution calculator](#)
- ☐ Use ENERGY STAR's [Benchmarking Tools for the Hospitality Industry](#)

Heating and cooling

- ☐ Have [individual thermostats](#) for each room; ensure they are correctly adjusted
- ☐ Have installed [ceiling fans](#)
- ☐ Have installed [ENERGY STAR-rated windows and doors](#)
- ☐ Regularly perform [preventative maintenance on HVAC system](#)
- ☐ Have installed a [high efficiency HVAC system](#)
- ☐ Keep office doors and windows closed if HVAC system is on
- ☐ Have installed [geothermal heating and cooling](#)

Lighting

- ☐ Use [natural lighting](#)
- ☐ Use [lighting sensors](#) to turn on/off lights
- ☐ Use [occupancy sensors](#) to turn on/off lights
- ☐ Have adopted a policy/practice to turn off lights in unoccupied rooms
- ☐ Have installed [high efficiency fluorescent ballasts and lamps](#) (T-5 and T-8)
- ☐ Have installed [compact fluorescent light bulbs](#) in all rooms and canned lighting
- ☐ Have installed [LED Exit Signs](#)
- ☐ Have installed [directional \(downward-facing\) lighting](#) in parking areas and other outdoor areas
- ☐ Have adopted a policy/practice to minimize the use of lighting during night cleaning

Appliances and electronic devices

- ☐ Use [ENERGY STAR qualified appliances](#) (commercial kitchens, heating and cooling, consumer electronics)
- ☐ Use [ENERGY STAR qualified office equipment](#) (computers, monitors, copiers, printers, etc.)
- ☐ Have adopted a policy/practice to turn off fans, computers, monitors and other devices in unoccupied rooms at the end of the workday or when otherwise not being used
- ☐ Have joined ENERGY STAR's [Low Carbon IT Challenge](#)

Transportation-related energy use

- ☐ Use [alternative fuel, hybrid-electric, or electric vehicles](#)

Source of energy

- ☐ Generate electricity from [photovoltaic solar panels](#)
- ☐ Have installed a [solar water heating system](#)
- ☐ Generate electricity from a [wind turbine](#)
- ☐ Purchase [Green Tags or Renewable Energy Certificates](#) to support new renewable energy resources

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- ☐ Purchase [Green Power](#) from utility
- ☐ Are an EPA [Green Power Partner](#)

Building construction and renovation

- ☐ Achieved [LEED certification](#) at the _____ level during the facility's construction
- ☐ Are working to or have achieved [LEED-EB \(existing building\) certification](#) through operational changes and renovations
- ☐ Earned the [ENERGY STAR label](#) for our building
- ☐ Other actions taken related to energy conservation & efficiency:

Promote Virginia Green Participants – we pledge that we (minimum of 3 required):

- ☐ Feature the Virginia Green participants from our region (explain how below):

- ☐ Encourage clients who are in the tourism industry to join Virginia Green.
- ☐ Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials.
- ☐ Carry and promote environmentally-friendly products and provide services that minimize the use of harmful chemicals and materials.
- ☐ Have a travel / conference policy that encourages employees to stay in / do business with Virginia Green or similarly-minded facilities.
- ☐ Send out emails or mailers to their membership about Virginia Green.
- ☐ Make an official Virginia Green Endorsement of some kind through their Board or other Committee to support Virginia Green.
- ☐ Set a goal for recruiting their member facilities.
- ☐ Include a Virginia Green feature in their newsletter or other publication.
- ☐ Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
- ☐ Use the Virginia Green logo on signage pointing out recycling or other “green” improvements in the facility.
- ☐ Highlight their involvement in Virginia Green on their website and include a link to their Virginia Green facility profile.

Other Sustainability Actions (such as purchase locally produced products and supplies, purchase organic or sustainably grown food, protect/ enhance wildlife habitat on property, educate customers about efforts to reduce our environmental impacts, etc.). **This statement will be included on your profile.**

FACILITY INFORMATION

Facility Name:			
Address:			
Website:			
Contact Name:			
E-Mail:		Phone:	

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Describe the Visitor/ Welcome Center including services offered: Please provide a 1-2 sentence objective description of your facility. **This statement will be included on your profile.**

Why did your facility decide to join Virginia Green? Please explain in a few sentences why your facility is committed to pollution prevention. **This statement will be included on your profile.**

☐ **Logo & 2 Pictures!** Please email us your logo and 2 pictures that you would like for us to include in your profile.

Complete this checklist and email it to us at viriniagreen@deq.virginia.gov

You may also print the completed application and Mail it to:
Virginia Green Program
Virginia DEQ Office of Pollution Prevention
PO Box 1105 Richmond, VA 23240-1105
804-698-4344

Thank you for voluntarily committing to minimize your impact on the environment!!

Virginia Green is a partnership program supported by

